



# Hello, Middlebury

2021





# What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.

**Our mission is to get people out of cars and:**



Solve the last-mile challenge by connecting more residents to transit options.



Reduce congestion and over-reliance on single occupancy car trips



Improve air quality and reduce Greenhouse Gas emissions



Improve the overall quality of life in cities

# How it works

Using the Bird smartphone app, riders find the closest Bird scooter on a map, unlock it and complete the safety tutorial to start their ride. It costs \$1 to start, then a per minute fee.



1

**FIND BIRDS  
ON THE MAP**

2

**SCAN QR TO  
BEGIN RIDE**

3

**WATCH SAFETY  
TUTORIAL**

4

**ENJOY THE  
RIDE!**

# Bird Scooter

<b>BirdZero</b>	
<b>Braking</b>	Drum Brake + Regenerative Brake
<b>Lights</b>	Front/Rear LEDs
<b>Weight</b>	44.66 lbs.



UNIQUE ID



SAFETY DECAL

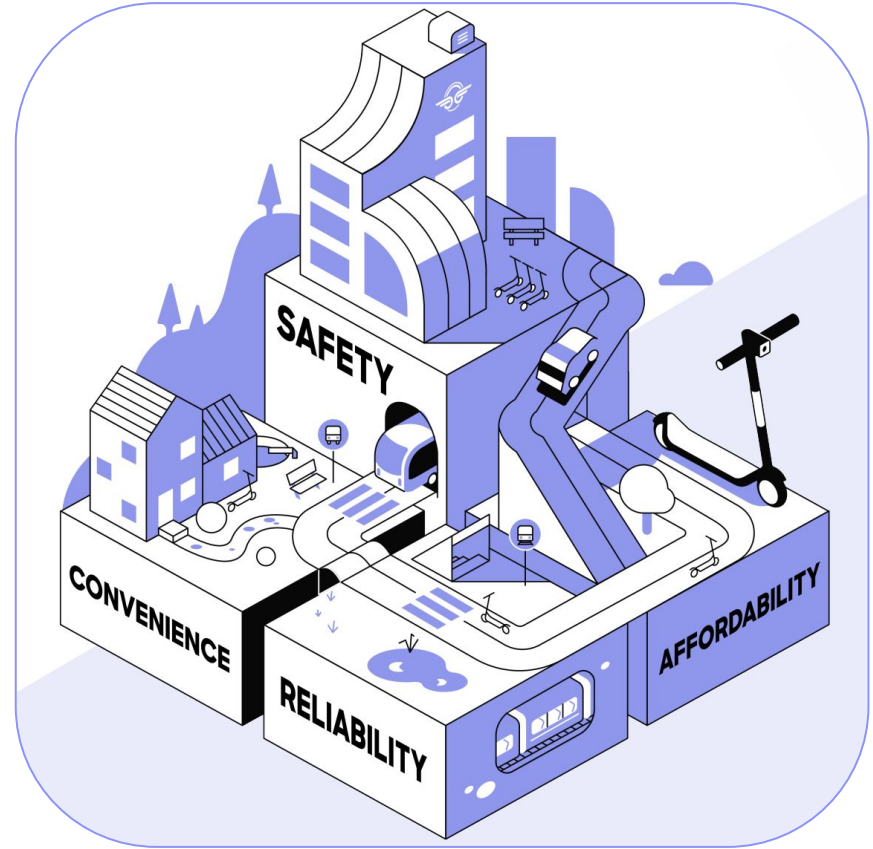
Ride Safely

Helmet Required  
 License Required  
 No Riding on Sidewalks  
 No Double Riding  
 18+ Years Old

HELLO@BIRD.CO  
 1-866-205-2442

# Transportation Benefits

- ✓ **No cost** micromobility solution for the city
- ✓ Provide a sustainable, open-aired transportation option
- ✓ Reduce congestion & carbon emissions
- ✓ Supplement bus and transit trips
- ✓ Alternative parking solution
- ✓ Provide increased access to businesses throughout the city
- ✓ Establish a multimodal transportation network



# Our Approach

We partner closely with cities to design solutions that work for your community.

## YOUR TEAM:

Sr. Account Executive

Account Manager

Locally hired Fleet Manager

### Get to know each other:

Understand where Bird fits into the local transportation ecosystem.

### Operating Plan:

Decision to move forward and local operational partner outreach started.

### Ongoing:

Your dedicated Account Manager will provide ongoing support and serve as your main point of contact for all city requests.

### Setting Expectations:

Align on how Bird can best serve your city based on city input and Bird data.

### Launch Day:

Introduce a new transportation option to town.



# Localized Operations

We work with a **local entrepreneur** from the community to manage the fleet on the ground, and in exchange they earn money on each ride.

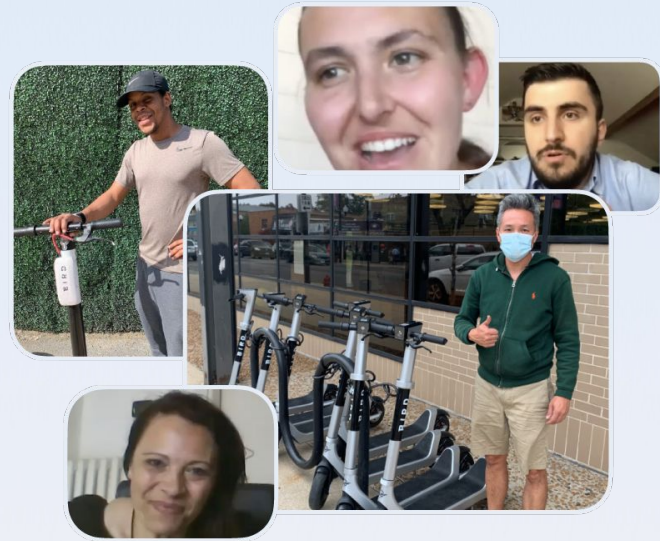
## How cities benefit:

### Local Touch:

- ✓ Deep community ties, local pride, and fast issue resolution
- ✓ Nuanced knowledge of where to deploy
- ✓ Economic Opportunity

### Backed by the Industry Leader:

- ✓ World-class technology & compliance tools
- ✓ Operational know-how
- ✓ Industry's Safest Vehicles



“

I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions.

- Mark, Azbri Productions, Nashville

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# The Local Impact



56%

of rides have connected to a local businesses



\$70K+

average take-home earnings from local entrepreneurs partnering with Bird.



16%

more jobs accessible





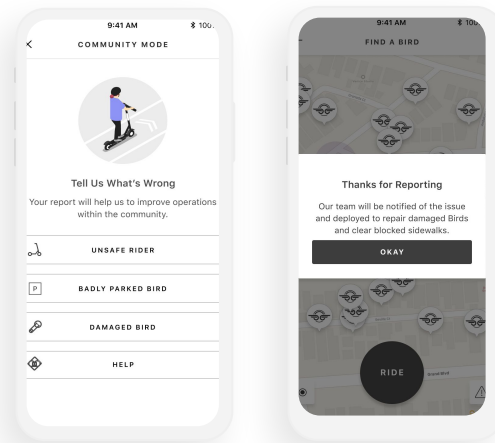
# Customer Service

Available 24/7

Our customer service phone number along with our e-mail address are clearly displayed on each of our scooters to report any concerns or to ask questions.



Our **Community Mode** enables both riders and non-riders to notify Bird of improperly parked scooters directly through the Bird app.





# Community Access

In order to bring sustainable transportation to more people in the communities where we operate—we've rolled out Bird's Community Pricing program.

Our [Bird Access](#) program is an option for low-income riders that offers five (5) 30-minute rides per day for only \$5 a month for those who are enrolled or eligible for a government assistance program.

Our [Community Pricing](#) also offers 50% off rides to veterans, senior citizens and select community and non-profit groups.

# Leading the way on innovative solutions for cities

## Warm Up Mode

This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

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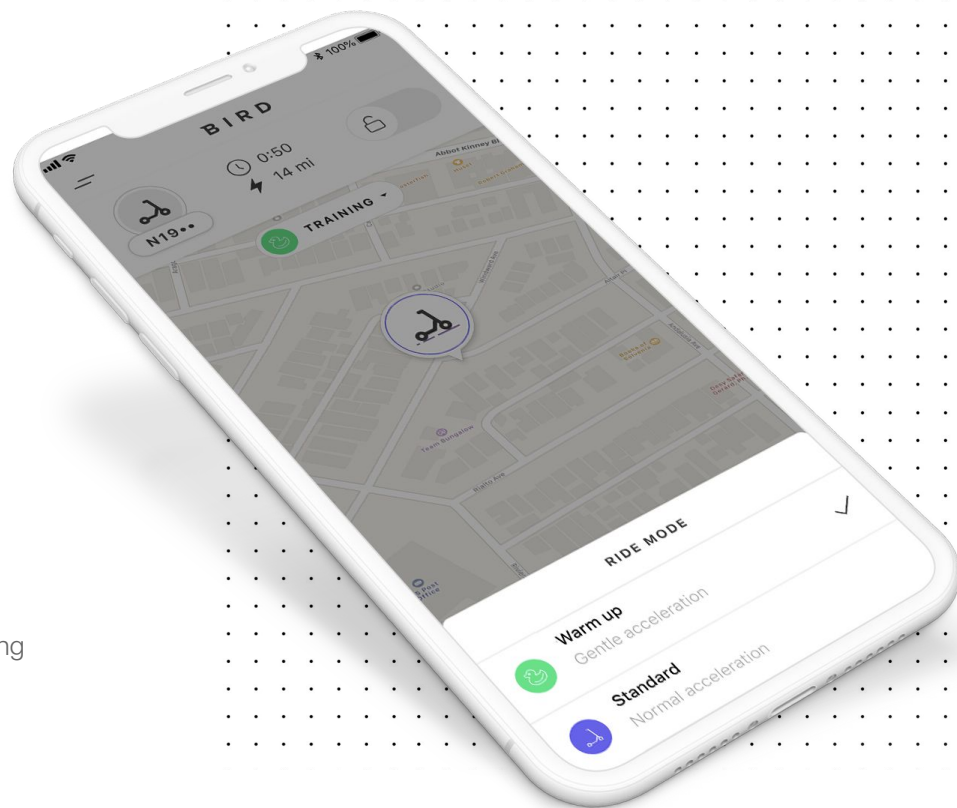
## Quick Start

An industry-first feature that automatically detects when a Bird is within range and offers riders the opportunity to unlock it with the tap of a button.

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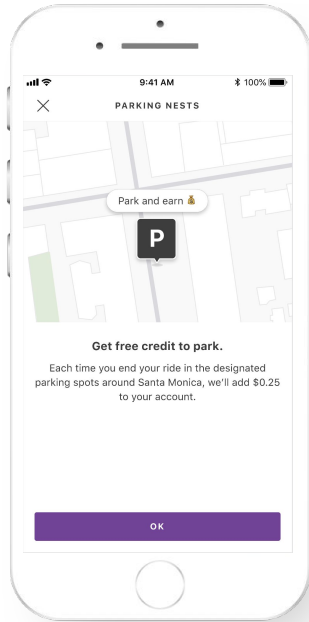
## Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.

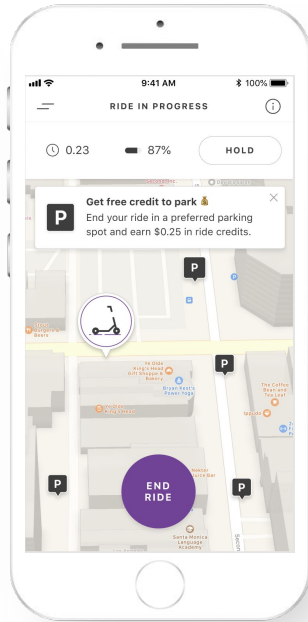


# Recommended Parking Areas

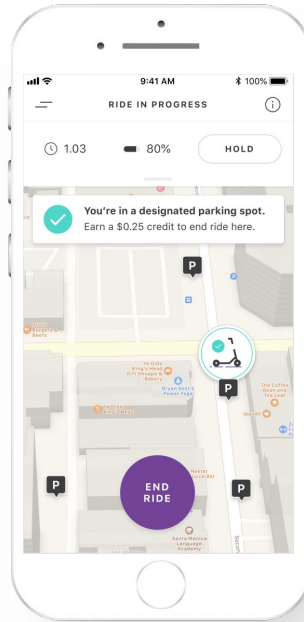
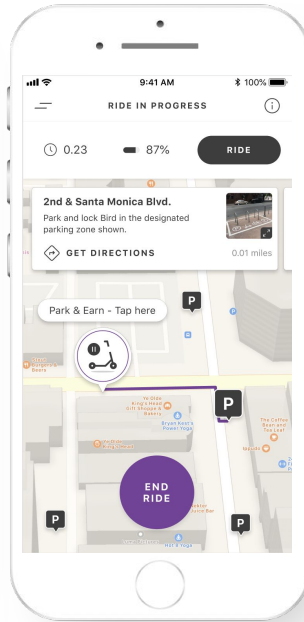
Always know where to park



Identify Locations



Direct Riders



Verify Parking



# Comparable cities:

## MOREHEAD, KY



**Pop. 7.5K**

**Launch date:** October 2020

**Goal:** With limited downtown transit options (i.e. buses), create a reliable, local transportation mode.

## PITTSBURG, KS

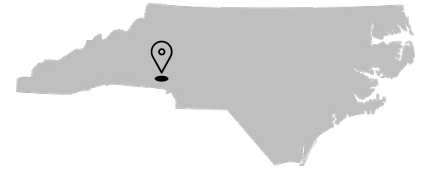


**Pop. 20K**

**Launch date:** November 2020

**Goal:** Create a connection between downtown and the local university campus.

## GASTONIA, NC



**Pop. 75K**

**Launch date:** January 2021

**Goal:** Build a flexible transportation network to service the newly built baseball stadium and town center



# Thank you

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# Nest (Deployment) Example



# Geo-fencing

